

**WINCHESTER PARKING AUTHORITY**  
**August 22, 2013**

**MEMBERS PRESENT:** Dick Helm, Kim Burke & Mike Miller

**MEMBERS ABSENT:** Jeffery Rives & Howard Manheimer

**OTHERS PRESENT:** Samantha Anderson, Teresa Couch, Dale Iman & Douglas Hewett

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**I. CALL TO ORDER**

Chairman Helm called the meeting to order at 7:35 a.m. at which time it was determined a quorum was present.

**II. REVIEW OF JULY 2013 MEETING MINUTES**

The minutes were submitted by Chairman Helm and, without objection, were unanimously approved.

**III. REVENUE REPORT FOR JULY 2013**

Since Rives was absent Anderson presented the July revenue report. Anderson reported that the grand revenue total for July 2013 was \$98,793, an increase of \$17,540 or 22% in comparison to July 2012. Total hourly revenue for July 2013 was \$17,874, an increase of \$2,743 or 18% in comparison to July 2012. Rent revenue for July 2013 was \$57,409, an increase of \$10,782 or 23% in comparison to July 2012. Total meter and fine revenue for July 2013 was \$23,510, an increase of \$4,604 or 24% in comparison to July 2012. There was no validation coupon revenue or miscellaneous revenue to report for July 2013. Total hourly parking tickets for July 2013 was reported at 9,902 showing an increase of 1,804 tickets in comparison to the previous month. At the end of July 2013, there were 954 spaces or 68% of total utilization of spaces being rented at all four parking garages with a total of 450 spaces available for rent. Of the 450 spaces available for rent, 317 spaces were located on the roof and 133 spaces were located undercover. At the end of July 2013, the total revenue reported for FY 2014 thus far was \$98,793 or 22% in comparison to the previous year. Anderson noted that the number of monthly rental spaces being occupied in the garages has not shown any substantial fluctuations in recent months. Anderson added that new businesses were beginning to open in the downtown area which will have the potential to create an additional demand for hourly and monthly rental parking.

Helm questioned as to why the July 2013 revenue report reflected such large increases in many areas. Anderson noted that the newly implemented meter changes are reflected in this report as well as a noticeable increase having occurred in hourly usage of the parking garages, especially at Braddock Autopark during the month of July 2013. Anderson also informed the Authority that quarterly monthly rent payments were being received as well which would explain the rise in monthly

rent revenue. Burke added that there has been a noticeable increase in activities and events in the downtown area recently. Miller stated that revenue for meter fines reflected a decrease of only 2% which should be considered an acceptable rate.

#### **IV. EXECUTIVE DIRECTOR'S REPORT FOR JULY & FISCAL YEAR 2013**

Anderson informed the Authority of the following:

##### **Events Update:**

- The last Friday Night LIVE event for this year was held on August 9, 2013. The Cork and Hable Lots were used for the event and the garages were very busy.
- The Shenandoah University Third Annual Downtown Plunge event is scheduled for the weekend of August 24, 2013. Anderson and Burke explained to the Authority that the University hosts this event as a way to introduce students to what the downtown area and the pedestrian mall has to offer in terms of dining options and entertainment.

##### **Maintenance:**

- Court Square AP maintenance update: Staff has completed power washing the remaining portion of the brick wall surrounding the garage. The painting of parking lines and arrows has been completed on all levels except for the 4<sup>th</sup> level. Staff has had to work around monthly renters that use the garage. WPA is on schedule to complete all maintenance and aesthetic work at Court Square Autopark by the end of the month. WPA also plans to add some plantings to the Court Square Autopark in the fall of the year.
- WPA has scheduled maintenance work such as painting, power washing, etc. to begin at Braddock Autopark beginning of September 2013. The goal is to complete the scheduled work before winter arrives.
- During the winter months, it is planned to continue with the effort of organizing and cleaning more of the storage rooms located in all the garages with immediate attention to be given to the storage rooms at Loudoun Autopark. Items will be sorted and examined to determine if anything can be sold on public surplus.
- Loudoun AP: Dr. Cleland was contacted this week regarding the issue of a possible double tee joint that needs to be repaired. It appears that on one of the ramps at the garage a tee joint may be broken. Dr. Cleland will assess the double tee joint.



**Meters:**

- Very few meter complaints about the rate increase have been received thus far giving the indication that the changeover was very successful. However, TV 3 Winchester conducted an interview with a downtown business and one of its customers that did have complaints about meters, rates and enforcement which was not favorable of the WPA. Iman noted that the 1998 parking study spoke of the value of a parking space. Burke stated that the individual business highlighted in the interview abuses the metered parking space in front of the business by parking at the meter himself, therefore, eliminating a space for customer parking which is very frustrating for WPA to manage. Helm noted that if the WPA ever acquires an opportunity to respond to the TV 3 interview, it should do so.
- Dollar coin capability was programmed to most digital meters located on the street. There were some meters that would not accept a reprogramming of a \$1 coin because of the year they were developed which was 2010. Those meters will need to be recalibrated at a total cost of \$1,300, however, it has been decided that WPA will wait until another community needs to have recalibration done to their meters which will result in the costs being much cheaper. Thus far we have received 70 dollar coins. More people are starting to use the dollar coins as they realize the meters will accept this form of payment as an option.

**Other:**

- WPA wishes to thank the police department for their continued support through their additional patrols in the parking garages. This has helped tremendously to keep garages safe and help prevent vandalism which is greatly appreciated.
- WPA assisted the police department with providing video from Braddock Autopark in reference to graffiti vandalism being conducted on Indian Alley.
- Anderson provided to the Authority a complied executive summary of fiscal year 2013 for their review.

## **V. OLD BUSINESS**

### **1. Global Parking Discussion Update**

Burke informed the Authority that at the previous parking committee meeting their mission statement was drafted. The mission statement reads:

- To advise the WPA on how to most effectively manage the parking system in Old Town.
  1. Develop parking system that maximizes parking resources.
  2. Develop marketing plan.
  3. Make sure parking plan is self-sustaining.

Burke added that the committee touched upon various examples of effective marketing that was found online and effective management of renting spaces in the garages. Anderson added that one example found on the internet focused on avoiding the stress of having a meter expire by using the parking garages instead. Burke noted that the next scheduled meeting on September 18, 2013 will focus on and address marketing strategies. Anderson noted that meter issues were also addressed at the previous meeting. A map of garage and meter locations was made available to the committee members for review.

Helm asked if any individuals have been added to the parking committee roster to which Anderson replied that one business owner and one resident have been added to the list of committee members.

Helm praised Anderson for her efforts in keeping stakeholders informed on parking issues. Helm stated that he was very encouraged by the apparent enthusiasm of participants on the parking committee. Helm added that he would like to see focus on management of the parking resources such as determining if the WPA needs to add an additional facility, etc.

At this time Chairman Helm amended the agenda to include the request from Celebración of Winchester be added to the beginning of items listed under new business.

## **VI. NEW BUSINESS**

### **1. Celebración of Winchester Request**

Helm informed the Authority of the request made by the Winchester Main Street Foundation, Shenandoah Arts Council, and the Coalition for Racial Unity for use of the Hable Lot on September 21, 2013 from 9 am to 7 pm during their Celebración of Winchester event. The event is a festival that will celebrate Hispanic Heritage month. Anderson added that the lot will be used to host children's activities. Helm asked if there would be any conflicts with other events that may be transpiring at the same time in that area to which Anderson replied no.



The Authority approved the request made by Celebración of Winchester for the use of Hable Lot on September 21, 2013 from 9 am to 7 pm for their event. The standard lot rental agreement will apply to this request which includes a flat fee of \$50 for use of the lot.

## **2. Our Health Request**

Anderson informed the Authority of the request made by Our Health for use of the northwest corner of Loudoun Autopark's ground level on Saturday, September 21, 2013 for their annual Community Yard Sale in the event of inclement weather. Anderson noted that the Authority approved this request in the past with the specified stipulations that the Authority is given at least a 12 hour notice as to whether or not Our Health would be utilizing the space in the garage, no trailers are allowed inside the garage, and that Our Health would be responsible for the cleanliness of the garage as well as any damages to the surface. Anderson added that the fee structure for this request in the past was \$50 however; the fee would be offset by the Authority providing that Our Health cleans the portion of the garage that it uses after the event to its satisfaction. Helm specifically requested that the lot rental agreement specify that Our Health is to be charged a fee for the use of the garage as per WPA charter with WPA then paying Our Health a fee providing that the garage is properly cleaned after the event.

The Authority approved the request made by Our Health for use of the northwest corner of Loudoun Autopark's ground level on Saturday, September 21, 2013 for their annual Community Yard Sale in the event of inclement weather. Stipulations include that the Authority be given at least a 12 hour notice prior to the event of Our Health's decision as to whether or not it will need to use the garage and no trailers are allowed inside the garage. A standard flat fee of \$50 for use of the garage will apply in addition to the standard lot rental agreement. The Authority will contract with Our Health at a flat rate of \$50 if the cleaning of the portion used is conducted and returned to the same condition as received before the event.

## **3. FY 2013 Budget Summary**

Anderson presented to the Authority a budget summary for FY 2013 for their review. Anderson reported that the WPA had total expenditures of \$1,078,384 which included the following: bond payments equaling \$583,300, salaries and fringes for 6 full time employees equaling \$316,484, electrical services equaling \$76,947, telecommunications equaling \$11,961, maintenance costs for Court Square Autopark equaling \$8,243 and property insurance equaling \$16,315. For FY 2013 the WPA had realized revenue of \$982,082 which included the following: rent revenue from the four garages equaling \$467,868, transient fees from the four garages equaling \$190,529, meter collections equaling \$151,319, fine and forfeiture revenue equaling \$91,189, Apple Blossom revenue equaling \$31,407, lot rentals equaling \$27,642 and validation coupon revenue equaling \$13,775. Anderson added that according to the revenue projections for FY 2013 it was estimated that the total revenue would be approximately \$995,000 and the total expenditures would be approximately \$1,138,719. In conclusion, Anderson noted that overall the



Authority's budget appeared to be well aligned with the projections worksheet. Anderson also added that at this time the projection worksheet has been changed to reflect a scheduled monthly rate increase of \$5 effective January 2014.

Helm stated that it was interesting to see that the transient fees almost reached \$200,000 and with the additional revenue from meters and fines the total revenue reached over \$240,000 without any major advertising being conducted. Anderson noted that the parking garages serviced approximately 115,000 hourly customers in FY 2013. Burke added that the WPA is doing very well with the increased usage of parking resources. Helm asked Anderson to compile a line item of expenses.

Iman asked Anderson for an update on the status of the scheduled capital improvement project for the garages. Anderson stated that she has met with Steve Corbit, the Risk Manager for the City of Winchester and Ned Cleland of Blue Ridge Design. It was determined the best time to start the actual work on this project is spring and summer instead of the winter months. WPA is planning to start the project during the spring of next year.

At this time, Helm brought to the attention of the Authority recent requests being prepared from the Discovery Museum concerning many different issues that has arisen from their new location on Cork Street. The Museum has spoken of requesting a bus loading zone to be designated on their side of the street instead of across the street where one is now currently located near the George Washington Office Museum. The Museum has also expressed dissatisfaction with the alley located between their building and the Cork Lot having access to vehicle traffic and would like to have the traffic diverted thru the parking lot or eliminated entirely. Iman stated that some if not all of these issues may create conflicts with traffic patterns, traffic lights, and property and right of way issues. Iman noted it would appear that many of these issues would involve City Council and Public Services not necessarily the Authority. Miller requested from Anderson that an aerial map be obtained of the area in question for increased information purposes in the event that the Authority does become involved in any disputes regarding these issues. Helm advised the Authority it should intend to divert any issues concerning the Discovery Museum elsewhere if at all possible.

Anderson mentioned that she has heard some dissatisfaction with the number of public parking spaces available on Braddock Street near Rouss Fire Hall. Merchants in that particular area have mentioned that this is impacting their business due to the lack of public parking spaces available in that area. Burke noted that it has been mentioned that Rouss Fire Hall may be planning to move from its current location at the corner of Boscawen and Braddock Street which would affect parking spaces along the street. Helm stated that Perry Eisenach, the Utilities Director for the City of Winchester, has data concerning how the fire trucks currently need to exit the fire station and that the Authority should check on the current status of the fire station with Eisenach and the Fire Chief.

## VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:17 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday September 26, 2013 at 7:30 a.m. in Council Chambers.

Respectfully submitted,

Teresa Couch  
Secretary

Minutes Approved:

Teresa Couch